

Origin and Destination Survey Overall Results

Operations and Oversight Committee

January 13, 2012

Agenda

Origin and Destination Survey Purpose

Methodology

Findings

Origin and Destination Survey

First system-wide passenger survey for HRT

Questions asked on:

travel patterns and trip purpose

demographics

views regarding quality of HRT service

Survey responses provides staff:

guidance on improvements for the HRT transit system

inputs in to the TDP six year plan and the Virginia Beach Transit Extension Study

gohrt.com

Methodology

All bus routes and ferry

On-board survey

Two types of survey questionnaires used:

long form for majority of routes

short form on shorter routes with limited ride time available for riders (Wave routes and NET/310)

90% confidence level +/- 10%
(confidence level for statistically valid

Major Service Findings

Almost 70% of trip purpose are for essential services:

57% to/from work

7% to/from school

5% to/from medical-related appointments

Most trips started by walking to stop and most planned on walking to their final destination once exiting bus or ferry

Major Service Findings

Responses were grouped in two ways:

by route type (local routes, MAX, ferry, shipyard, Wave, NET/310)

by municipality

Similarities and differences can be identified based on:

how service operates

ridership between the different municipalities

Most “route types riders” having been riding the system for more than four years

System predominately used by riders five days per week, reflecting the heavy use of the system for work purposes

Major Demographic Findings

About 80% of the fixed bus riders are “transit dependent”

Over 75% of riders are African-American

About 50% of riders have an annual household income less than \$15,000

Just over 50% households do not have a working vehicle

Almost 60% of riders systemwide do not have a drivers license

Ridership on the system skews slightly older, with a majority of riders 30+

Over 50% of riders are female

About 95% of riders speak English as their primary language

The ferry has the highest usage by military personnel (19%)

Major Attitudinal Results

The overall quality of service received a score of 3.5 out of 5.0, a “Fair” to “Good” rating

Ferry - 4.2

MAX - 3.7

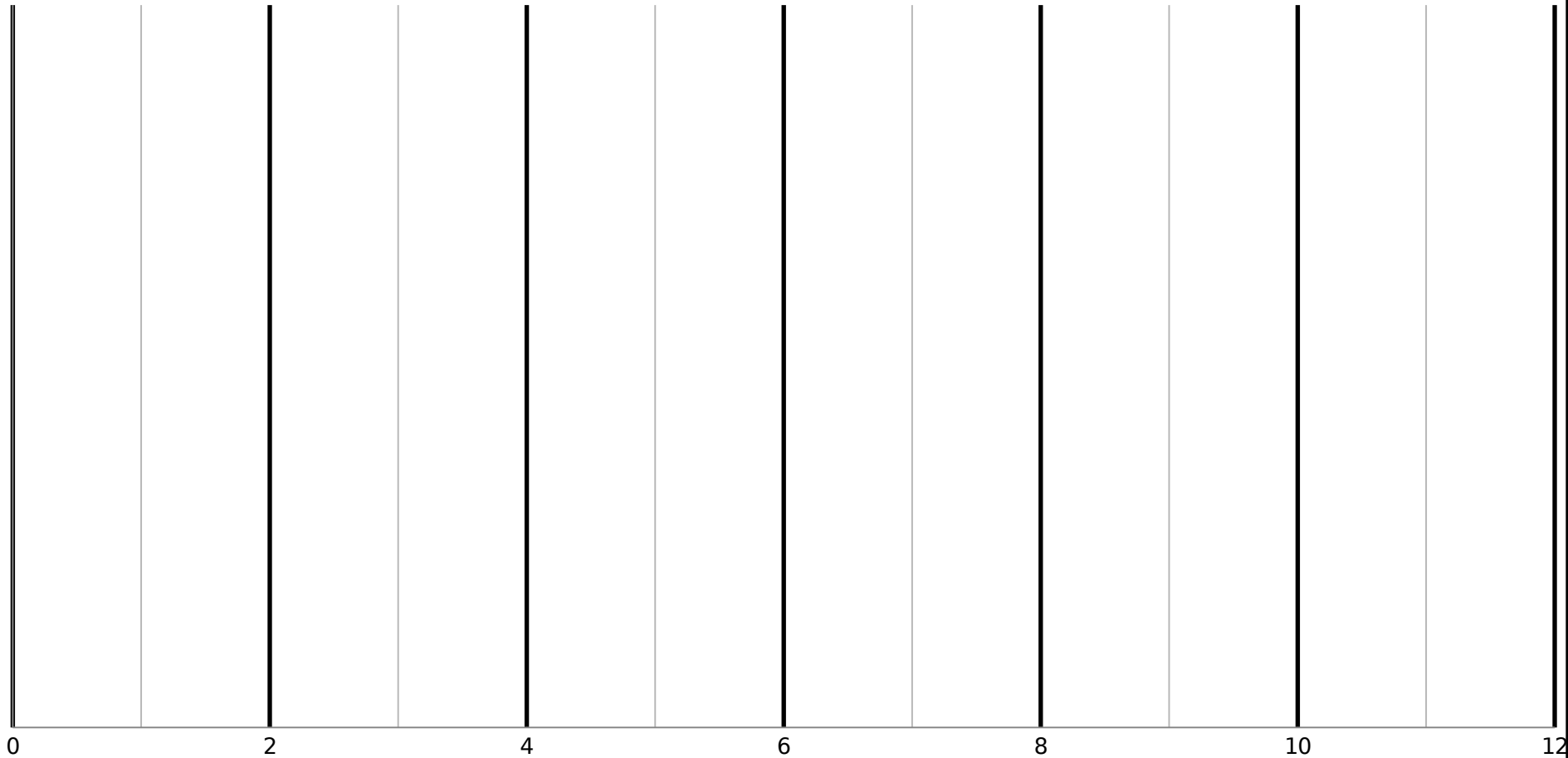
Fixed Bus - 3.5

The major positives for the system were safety on the bus, operator courtesy, and reasonableness of fares

Survey Responses

Where did you come from before getting on this bus?

Trip Start



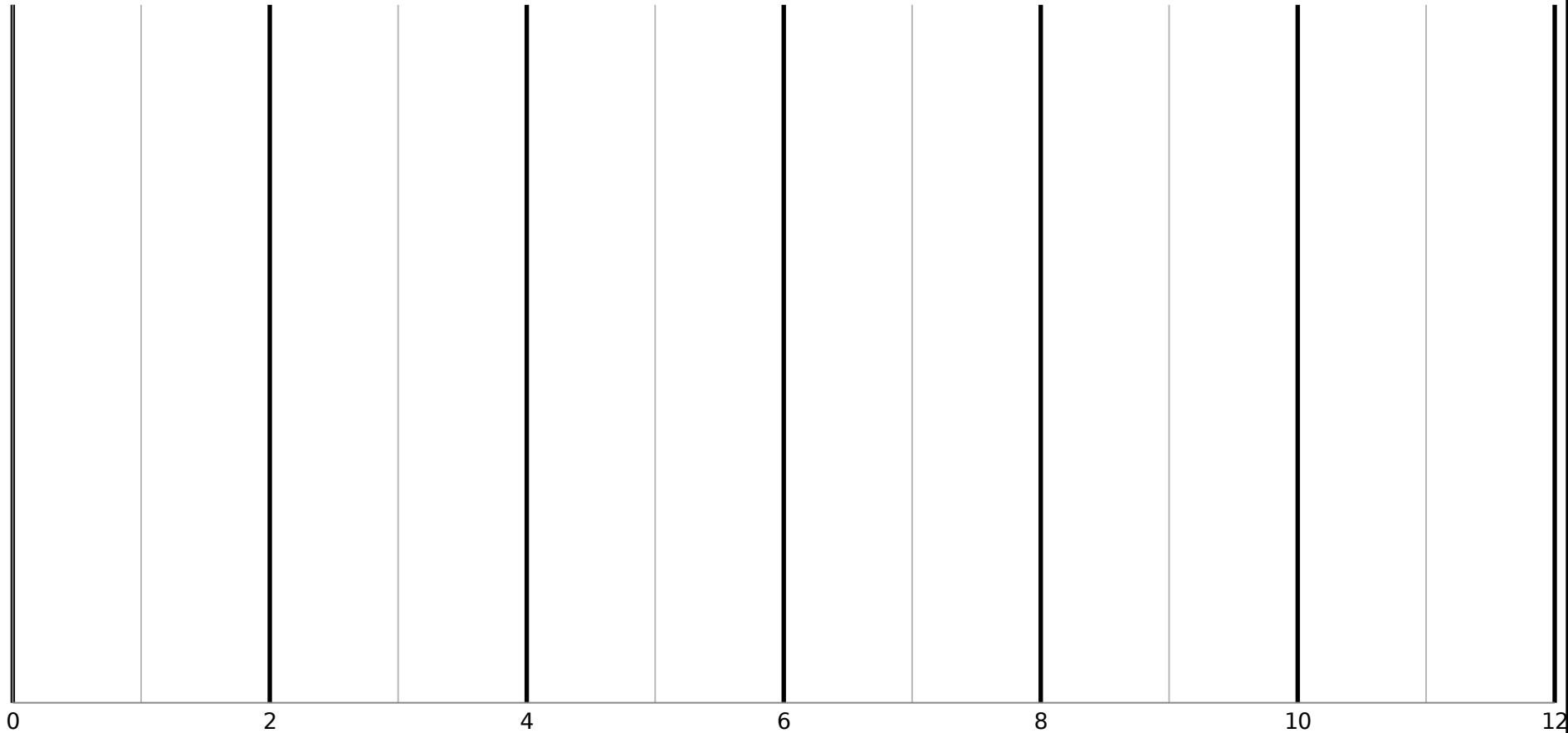
How did you get to this

Wave Access Mode

Downtown Access Mode

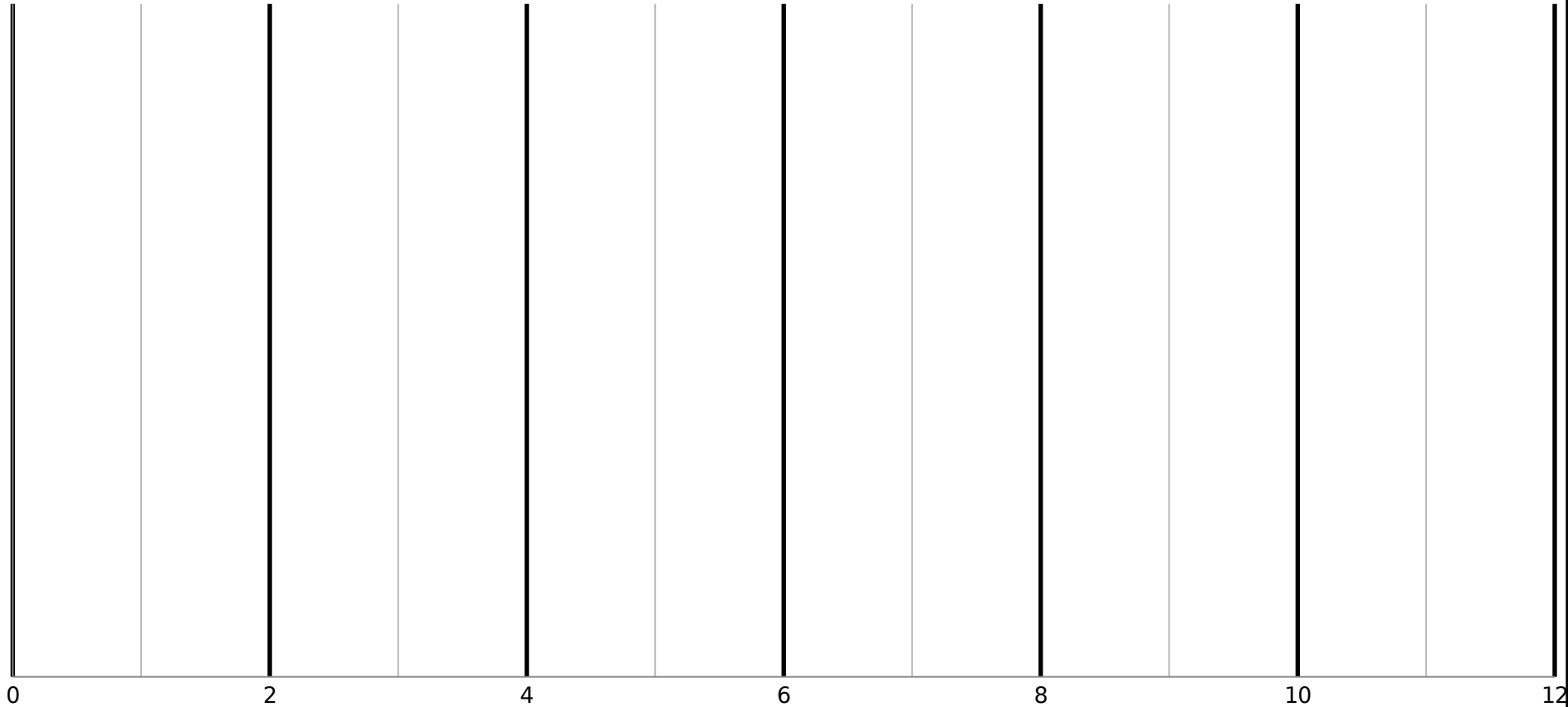
Did you transfer to get to this bus?

Did you transfer to get to this bus?



Where are you going now?

Trip End



How often do you ride HRT?

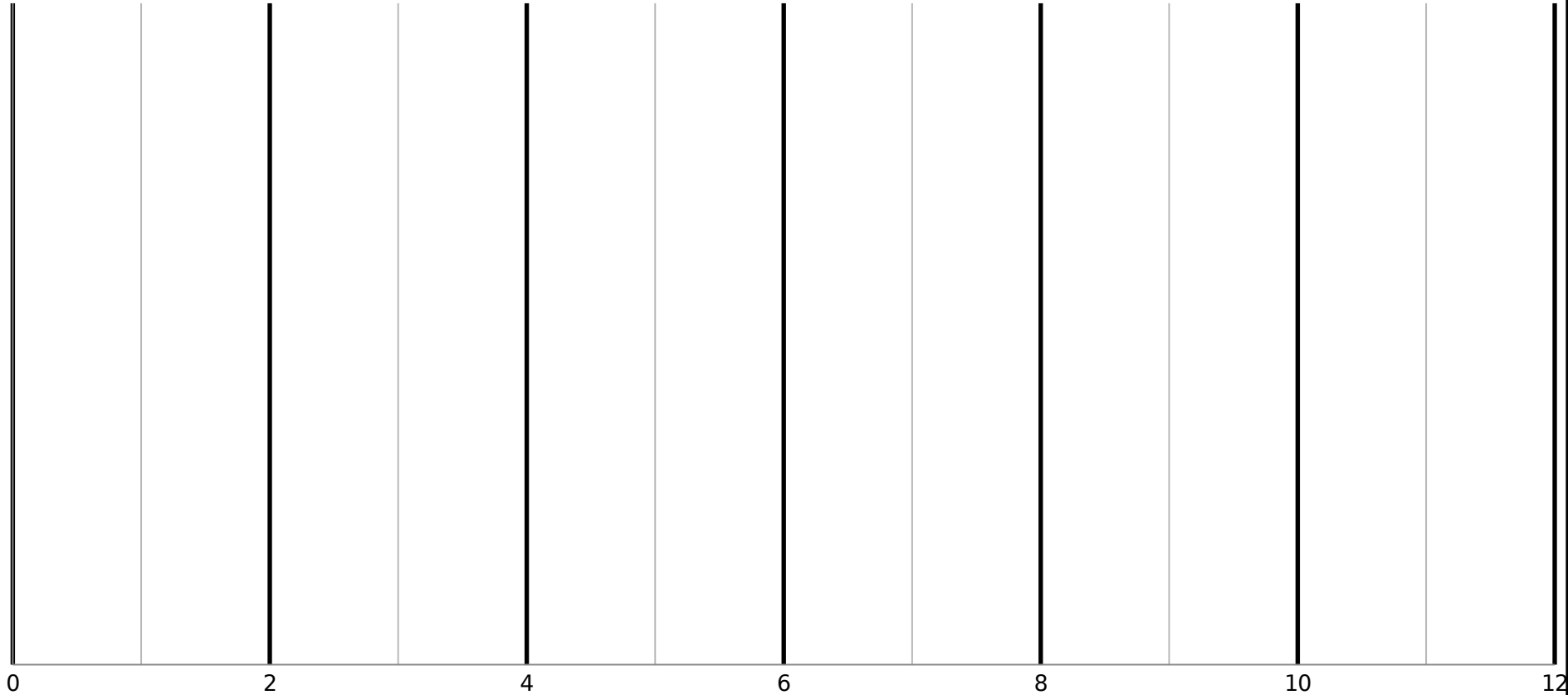
How long have you been riding HRT?

Why are you using the bus for this trip?

**If transit service weren't available,
how would you make this trip?**

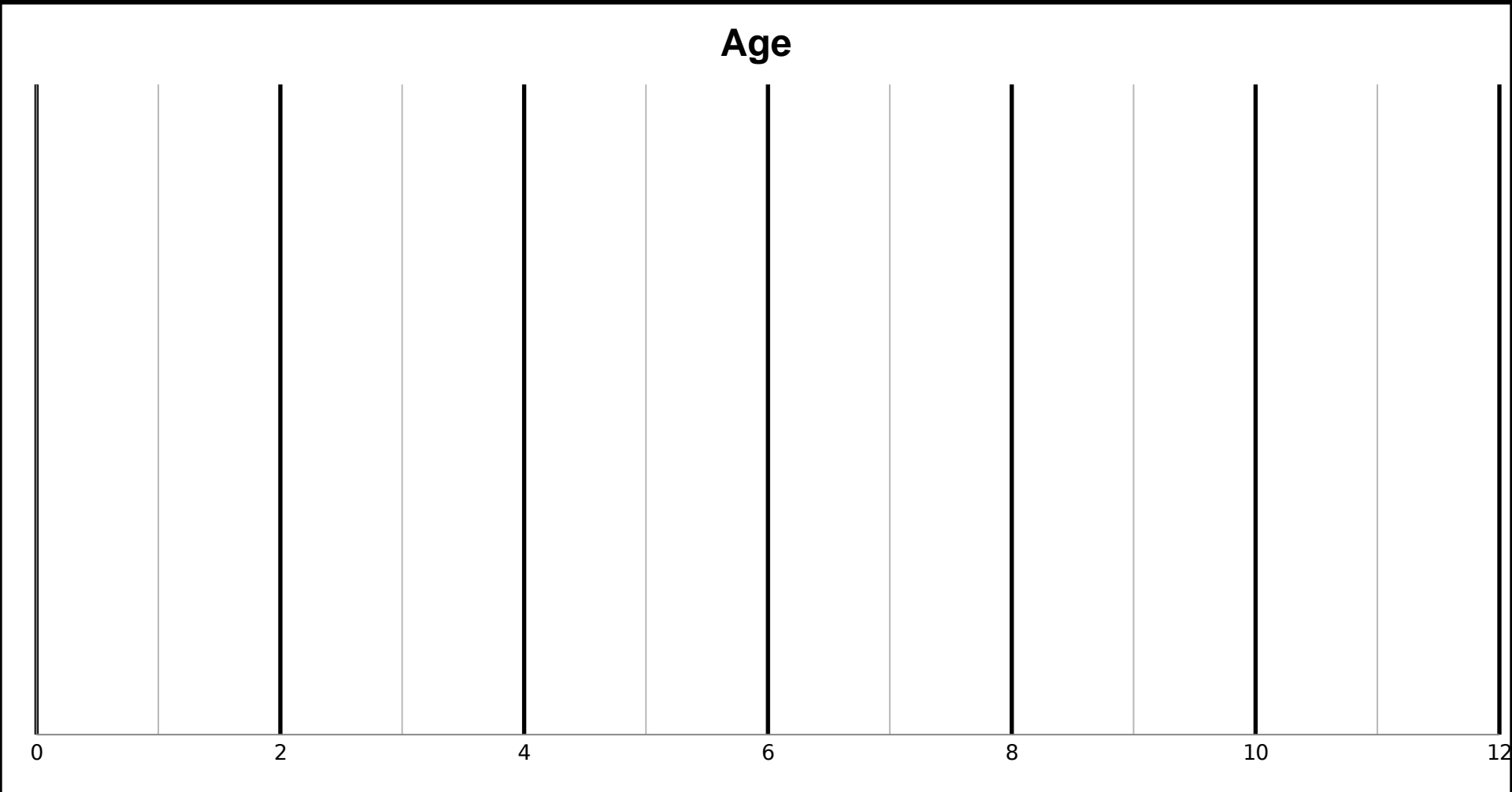
I am [gender]?

HRT Gender



I am [race/ethnicity]?

What is your age?



What is your annual household income?

How many working cars/trucks are available in your home?

What language is primarily spoken in your home?

Which bus service improvements are needed?

Which bus service improvements are most needed?